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# Abstract

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This project is a website showcasing my late friend's artwork. The goal of this website is to raise mental health awareness, and also as a means of immortalizing a part of my friend Solveig's artwork for loved ones to look back on.. This website will be reminiscent of Solveig's style and all of the things she loved.

# About Me

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Hello! my name is Isabella, and I am in my fifth year studying at Cal Poly. I am majoring in Graphic Communication with a concentraion in UX/UI. I live in San Jose, California and enjoy working with printers as well as doing sculpture. I also love trying new things and going on adventures.

# IRB statement

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The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

# problem statement

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The goal of this project is to commemorate my friend Solveig who passed away late last year. I want something positive to come out of this tragedy. Her death highlights an important issue in our society's youth: countless teenagers and young adults in this country suffer from depression and various other mental health problems, and these problems are not spoken about enough.

# project objective

## *Communication*

- Regularly speaking with Solevig's other friends to get their advice on the general design and the color scheme of the website.

## *Project Research*

- Find websites with similar designs and compile a list of techniques/design choices I want to implement within my site.
- Research various organizations to donate the website proceeds to.

## *Delivery*

- Stay on top of my weekly goals for the website.
- Have a polished, put-together final product.

# timeline

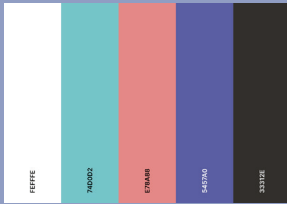
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- Week 1:* Research & brainstorming
- Week 2:* Competitive landscape
- Week 3:* Collect art images, start coding
- Week 4:* Color scheme and logo
- Week 5:* Medium fidelity wireframes
- Week 6:* Come up with & purchase domain
- Week 7:* Research & brainstorming
- Week 8:* Create custom background and cursor
- Week 9:* Finish coding website
- Week 10:* Turn in book



# branding

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My initial color scheme had contrasting, bright colors.



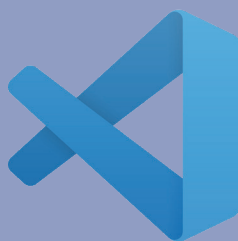
The logo is inspired by Solveig's dog, which was an Italian Greyhound she adored.



The background of the website is mostly purple, which was Solveig's favorite color. She had a sweatshirt with a similar pattern on it.

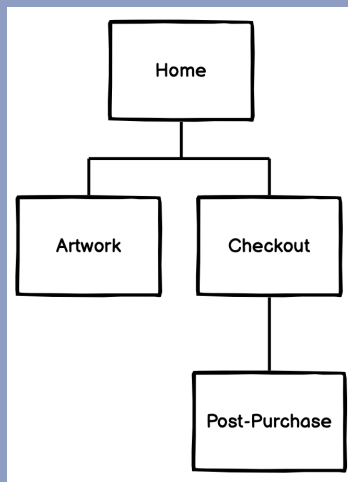
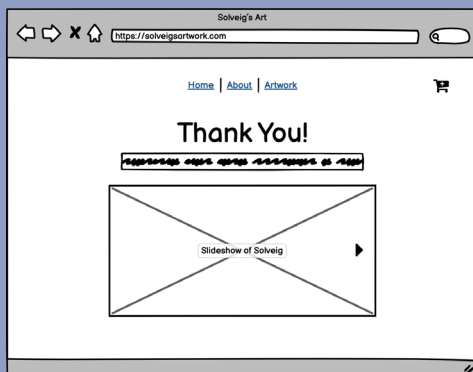
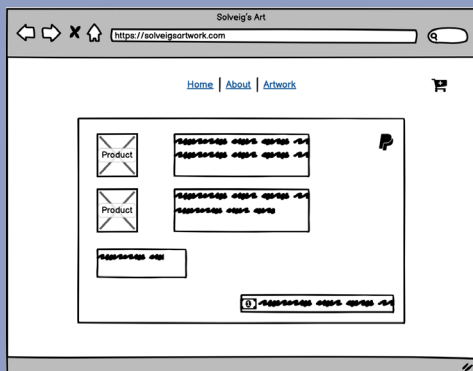
# tools used

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Illustrator  
InDesign  
Photoshop  
Procreate  
Visual Studio Code

# initial wireframes



Since this project began as a legitimate shop, my first wireframes included checkout and post-purchase pages.

# shifting narrative

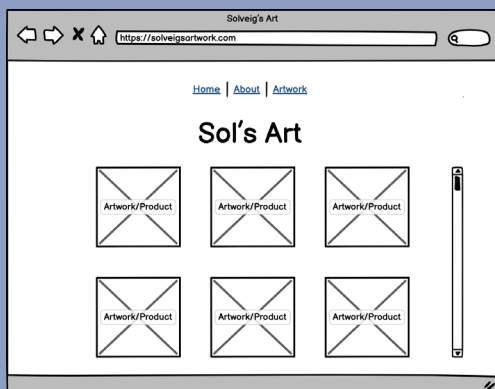
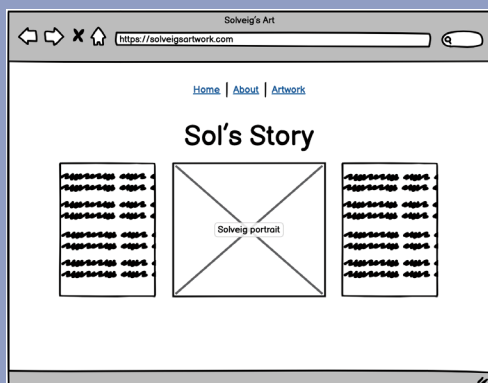
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As the quarter progressed, I realized I would not have time to complete the project as I had initially intended it to be. Rather than making a shop site, I decided to focus more on the idea of the website being a memorial, and still include a page talking about the importance of mental health. With this in mind, I changed my wireframes to fit the new concept.

Although I did not make a digital storefront, working on this project made me realize I do want to continue building it proceeding this class. My goal is to habitually work on the site as a side project to make it a legitimate website within a year.

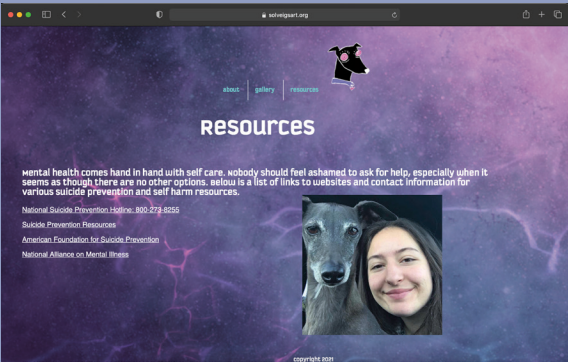
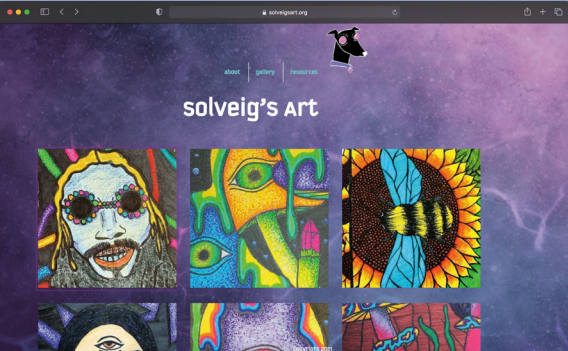
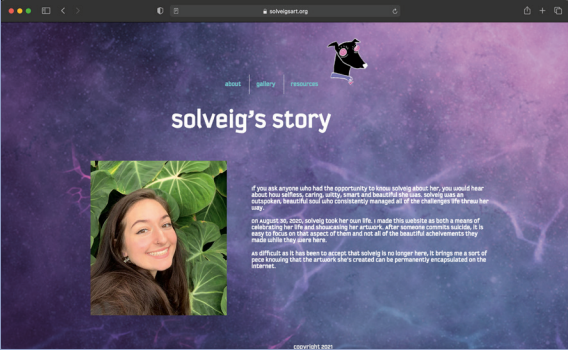
# updated wireframes

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These two wireframes, as well as one called "Resources" to provide links to mental health support sites, are what I designed the website off of.

# results





thank you

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